

## Claims

What is claimed is:

1. A display box comprising:
  - a first and second clamshell members;
  - a hinge connecting said clamshell members such that the members are capable of openings and closing, said members defining a clamshell volume therewithin;
  - a jewelry holder, mounted in the first member;
  - a LED having an output beam mounted in said first clamshell member;
  - an optical light diffuser spaced apart from the LED, within the first member positioned to intercept the output beam and limiting light divergence therefrom; and
  - a display screen lit by light from the output beam.
2. The box of claim 1 wherein said LED is mounted on a circuit board.
3. The box of claim 2 wherein said LED is surface mounted.
4. The box of claim 1 wherein said light diffusion device is a Fresnel lens formed on a planar member.
5. The box of claim 4 wherein the planar member is glass.

6. The box of claim 4 wherein the planar member is a clear, self-supporting polymer.
7. The box of claim 2 wherein the circuit board supports a battery electrically connected to the LED.
8. The box of claim 1 wherein the display screen includes a mask having clear and opaque portions.
9. The box of claim 8 wherein the mask displays a text message.
10. The box of claim 9 wherein the message in the mask is clear lettering in an opaque field.
11. The box of claim 1 wherein the light diffusion device includes a hologram.
12. The box of claim 1 wherein the display box includes a switch activated by opening said box.